

EFFECTIVE WAYS OF HANDLING COMPLAINTS

Administration
and Customer
Service
Series

OVERVIEW

Today's customers are becoming increasingly demanding and discerning, often expecting exemplary service. It's only natural due to the fact that they have plenty of choices to choose from. Hence, it is extremely important that employee in the services oriented industries to demonstrate a consistently high level of customer satisfaction. Addressing customer complaints and providing exemplary customer service is critical in nearly every business environment from local restaurants and small businesses to large companies with many call center agents and support staff.

WORKSHOP OBJECTIVES

- Understand the importance of customer's feedback / complaint
- Understand the relevance of customer's feedback / complaint as a means to deliver quality service
- Understand the expectations and perceptions of the customers
- Handle complaints with confidence and efficiency
- Decrease escalations
- Increase customer satisfaction at the same time.
- Reduce the impact/consequences of stress and pressure on front-line staff

WHO SHOULD ATTEND?

- This course is particularly suitable for front line staff, including customer service and call center personnel, reception staff and sales team members who regularly deal with customers either face-to-face or on the telephone. It is also suitable for anyone who provides a service to 'internal customers'



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